

Scenic Landscapes Converted to Postal Cards

On April 20 at the National Postal Museum in Washington, D.C., the USPS issued a set of ten Scenic American Landscapes premium priced stamped postal cards. The set was issued in a booklet containing 20 cards, two of each design: Acadia, Badlands, Bryce Canyon, Grand Canyon, Great Smoky Mountains, Mount McKinley, Mount Rainier, St. John Virgin Islands, Yosemite and Zion.

The designs are essentially the same as those used on the previously issued Scenic Landscapes airmail stamps, except that the denominations have been changed from the various stamp values to 28¢ for the postal card rate. The small airplane also has been removed, as these cards are not at the airmail rate.

The picture side of each card also features the same scene, with a large caption identifying the park—in stark contrast to the tiny, barely legible, caption that appears in the margin just below the design on the stamps.

The one design exception is a change in the Grand Canyon design. Collectors may recall that the originally issued design on the stamp issued January 20, 2000 (Sc. C135, shown) turned



out to be a reverse of the actual scene. In the new set of cards, that image has been corrected. It also happens to be the image chosen for the USPS promotional photo that was sent out with the card announcement, shown above.

In addition to the cards, the USPS also released a 116-page book, produced in conjunction with the National Park Service, titled *The Grandest Things: Our National Parks in Words, Images, and Stamp* and priced at \$49.95. The hardcover book includes nine mint stamps, eight from the Scenic American Landscapes series plus the 1972 8¢ Old Faithful issue, Sc. 1453.



The booklet and cards were designed by Journey Group, Inc. They were printed by Sterling Sommer, Inc. and finished by Ashton Potter. A total of 60,000 booklets (1.2 million cards) were produced. Each booklet, with a face value of \$5.60 in cards, sells for \$14.95, or approximately 75¢ each.